

For Six Month Period Ending 01/31/2011
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
JAMAICA TOURIST BOARD 2360

(c) Business Address(es) of Registrant
5201 BLUE LAGOON DR.
STE. 670
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

NSD/CES/REGISTRATION
UNIT
2011 MAR 15 AM 7:33

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐
If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☐

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

NOT APPLICABLE

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³Yes ☐No ☐Exhibit B⁴Yes ☐No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐No ☐

If yes, have you filed an amendment to these exhibits?

Yes ☐No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices.

The Board participated in trade and consumer shows during this 6-month period and travel agents were hosted at seminars and blitzes throughout the United States. Agents were also hosted on familiarization (Fam) trips to Jamaica to educate them on the hotels and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Jamaica brochures, DVD's and/or videos were distributed at all events listed on the CALENDAR OF ACTIVITIES attached. +

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
AUGUST 1, 2010 - JANY 31, 2011	PLEASE SEE ATTACHED BREAKDOWN		
			\$1,448,203.97
			<u>Total</u>

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS – MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
AUGUST 1, 2010 - JANY 31, 2011	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$1,569,673.78

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|--|---|--|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input checked="" type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|---|---|---|
| <input type="checkbox"/> Public officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) <u>TRAVEL TRADE</u> | | |

21. What language was used in the informational materials:

- ☒ English ☒ Other (specify) French, Spanish, Portuguese

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

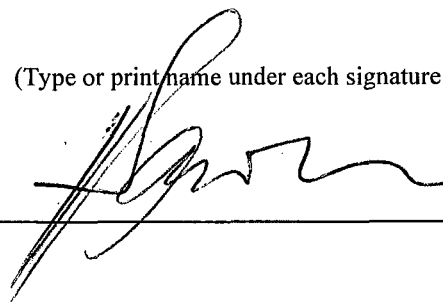
23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☒

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

3/3/11(Type or print name under each signature¹³)

DONALD DAWSON

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

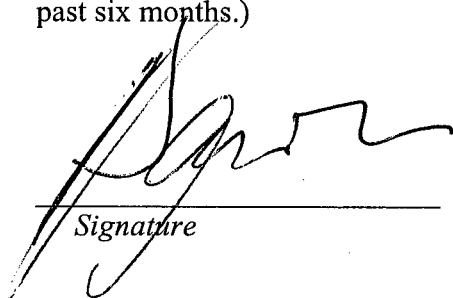
YES X or NO _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)



Signature

3/3/2011

Date

DONALD DAWSON

Please type or print name of
Signatory on the line above

DEPUTY DIRECTOR / SALES

Title

JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL

(6-month period ending JANUARY 2011)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2010	General Operating Expenses	359,352.31
SEPTEMBER 2010	“ “ “	590,396.51
OCTOBER 2010	“ “ “	217,881.24
NOVEMBER 2010	“ “ “	89,347.58
DECEMBER 2010	“ “ “	201,771.35
JANUARY 2011	“ “ “	<u>110,924.79</u>
		\$1,569,673.78

JAMAICA

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL

(6-month period ending JAN 2011)

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Boulevard Kingston 5 Jamaica, W.I.		
AUGUST 2010		General Operating Expenses	753,080.00
SEPTEMBER 2010		" " "	152,121.41
OCTOBER 2010		" " "	221,188.74
NOVEMBER 2010		" " "	27,465.98
DECEMBER 2010		" " "	290,744.50
JANUARY 2011		" " "	<u>3,603.34</u>
		TOTAL	\$1,448,203.97

ITEM 11.

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPE
Jamaica Diaspora Day of Prayer	New York, NY	8/2/2010 0:00	Northeast	JTB's continued support of this Jamaican community event which is expected to form part of the series of activities that will be hosted by the Jamaica Consulate and other diaspora regions to commemorate Jamaica's 48th year of independence.	Sinclair		Consumers
The Greater Hartford West Indian Independence Celebration	2010 Sept 5 AM 7:33 Chicago, IL	8/2-6/2010	Northeast	Annual support of this event and good opportunity to liaise with the diaspora.	Woolcock	30000 Consumers	
Jamaica Independence Celebration	Boston, MA	8/2/2010 0:00	Midwest	Annual support of this diaspora activity.	Bucknor	1000 Consumers	
Taste of Jamaica Night - Wednesday Evening on the Plaza Concert		8/4/2010 0:00	Northeast	JTB will partner with the City of Boston to feature a "Taste of Jamaica Night" and incorporate our tag line theme at Boston Parks annual Wednesday Evening Concert Series. This is an outdoor summer musical event which attracts up to 10,000 attendees. Jamaica will receive a unique opportunity to promote the destination at a fraction of the usual cost. A 7 night, AI prize trip for 2 will be presented to the lucky winner by the Mayor of Boston with media coverage. Jamaica signage and collateral will be prominently displayed.	Woolcock	10000 Consumers	
JMO * Grand Independence Ball	Minneapolis, MN	8/7/2010 0:00	Midwest	JTB will support this annual celebration by the Jamaica Minnesota Organization.	McDermoth	300 Consumers	
Jamaica Independence Celebration	Miramar, FL	8/8/2010 0:00	South	JTB will show support by participating in this 48th year celebration. Opportunity to promote the destination to consumers.	Wright	3000 Consumers	
JTB/Funjet Fam Trip	MBJ/OCI	8/9-13/2010	Midwest	JTB will escort this tour operator's top producing agents on a fam to Jamaica.	Bucknor	15 Agents	
JTB NE Secondary City Blitz	S. Portland, ME	8/9/2010 0:00	Northeast	Series of secondary city seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled to start September 10.	Woolcock	45 Agents	
JTB NE Secondary City Blitz	Nashua, NH	8/10/2010 0:00	Northeast	Series of secondary city seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled to start September 10.	Woolcock	50 Agents	
JTB NE Secondary City Blitz	Worcester, MA	8/11/2010 18:00	Northeast	Series of secondary city seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled to start September 10.	Woolcock	60 Agents	
JTB Fam Trip	MBJ/NEG	8/12-16/2010	Midwest	Agents from Wisconsin will be targeted to participate in this fam trip.	McDermoth	12 Agents	
CONNECT Marketplace	Louisville, KY	8/12-15/2010	Groups	Appointment-based trade event for the SMEFT market (Social, Military, Educational, Religious and Fraternity).	Clarke	500 Planners	
JTB NE Secondary City Blitz	Providence, RI	8/12/2010 0:00	Northeast	Series of secondary city seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled to start September 10.	Woolcock	60 Agents	
Beyond All Borders Int'l Planners Showcase	Atlanta, GA	8/12/2010 0:00	South	Opportunity to network.	Christie	80 Consumers	
Camp Pendleton ITT & Latitudes Travel Adventure Expo	Camp Pendleton, CA	8/13/2010 0:00	West	Opportunity to promote the destination to the many marines, sailors and their families as well as the general San Diego Military community.	Holland	3000 Consumers	
JICFI (Ja. Independence Foundation, Inc.) Anniversary Gala	New York, NY	8/14/2010 0:00	Northeast	JTB's continued support of the Jamaican Diaspora through participation in this annual Independence Gala, one of the leading fundraising events in the Northeast which benefits a number of charitable organizations in Jamaica and the US.	Sinclair	700 Consumers	
Taste Jamaica Festival	Washington, DC	8/15/2010 0:00	Northeast	JNA (Jamaica Assn of Maryland) and ILR (I Love Reggae Music Found) will host a Taste Jamaica festival to celebrate Jamaica's independence. JTB will display and distribute collateral to consumers attending the event.	Rogers	7000 Consumers	
AAA Travel Honeymoon & Destination Wedding Expo	Atlanta, Ga	8/15/2010 0:00	South	Bridal extravaganza sponsored by this travel agency provides an excellent opportunity to promote the Jamaica product as the premier wedding and honeymoon destination in the Caribbean.	Christie	1000 Consumers	
IncentiveWorks	Toronto, Ontario	8/17-19/2010	Groups	Annual conference/trade show targeting the Canadian meeting/incentive planner and travel professional.	Bullock/Hamilton	2000 Incent Planner	

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2010 - JANUARY 31, 2011

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPE
Funjet Vacations Product Launch	Minneapolis, MN	8/18/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	McDermoth	250	Agents
MPI-SEC - CANX by JTB	Bonita Springs, FL	8/19 -21/2010	Groups	Event provides educational resources and networking business opportunities for the meeting professionals.	Bullock	500	Planners
Funjet Vacations Product launch	Chicago, IL	8/19/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	Bucknor	350	Agents
Funjet Vacations Product Launch	St. Louis, MO	8/23/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	Bucknor	250	Agents
Funjet Vacations Product Launch	Milwaukee, WI	8/24/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	McDermoth	250	Agents
NECTO/NEASTA Jamaica lobster Bake	Quincy, MA	8/24/2010 0:00	Northeast	New England CTO (Necto) and New England ASTA (Neasta) will partner with JTB to sponsor this lobster Bake. Other suppliers will be invited to co-sponsor this event as well. The opportunity to promote letblue's non-stop summer service from Boston will be used	Woolcock	60	Agents
GAMPI Sea Conference	Montego Bay, JA	8/25/2010 0:00	Groups	Opportunity to showcase the destination to a captive audience of corporate associations and independent planners/decision makers.	Bullock/Clarke	250	Planners
Jamaica Night @ the Shoppes at Chino Hills	Chino Hills, CA	8/28/2010 0:00	West	Opportunity to promote the tourism product to the consumers in Chino Hills and its environs.	Holland	3000	Consumers
Destination Training - COSTCO Travel & Sales	Issaquah, WA	9/7-9/2010	West	JTB will co-host with hotel partners to train reservation agents, from several Costco locations, on the destination product.	Holland	85	Agents
Middletown Travel Annual Open House	Monona, WI	9/10/2010 0:00	Midwest	Annual travel show to attract new business and update clients on their new programs.	McDermoth	120	Consumers
MLT University	St. Paul, MN	9/12 -14/2010	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	McDermoth	1600	Agents
Travel Impressions Trade Show	Denver, CO	9/13/2010 0:00	West	Annual tour operator trade show to promote their product offerings.	Holland	80	Agents
Apple Vacations Product Launch	Chicago, IL	9/14/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	Bucknor	1200	Agents
Travel Impressions Trade Show	Orange County, CA	9/14/2010 0:00	West	Annual tour operator trade show to promote their product offerings.	Holland	80	Agents
Apple Vacations Product Launch	Chicago, IL	9/14/2010 0:00	Midwest	Annual product launch to unveil their winter 2011 product line.	Bucknor	1200	Agents
Apple Vacations Product launch	St. Louis, MO	9/15/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	Bucknor	450	Agents
Travel Impressions Trade Show	Los Angeles, CA	9/15/2010 0:00	West	Annual tour operator trade show to promote their product offerings.	Holland	100	Agents
TABS Jamaica Night (Travel Agents of Brooklyn & Staten Island)	Brooklyn, NY	9/15/2010 0:00	Northeast	JTB will be the main sponsor with Jamaica being the only featured destination for the monthly dinner meeting of this membership.	Dobson	70	Agents
Apple Vacations Product Launch	Detroit, MI	9/15/2010 0:00	Midwest	Annual product launch to unveil their winter 2011 product line.	Mesquita	600	Agents
Apple Vacations Product Launch	Detroit, MI	9/16/2010 0:00	Midwest	Annual Fall Product launch to promote this tour operators winter product offerings for 2011.	Mesquita	450	Agents
Travel Impressions Trade Show	San Jose, CA	9/16/2010 0:00	West	Annual tour operator trade show to promote their product offerings.	Holland	100	Agents
Travel by Nelson Fall Travel Show	Woodbury, MN	9/17/2010 0:00	Midwest	Consumer show hosted by travel agency to promote travel products to their clientele.	McDermoth	150	Consumers
World Class Travel/Travel Leaders Travel Show	Bloomington, MN	9/17/2010 0:00	Midwest	These agencies will host a show to update their network of travel agents and sales personnel associated with the agency.	McDermoth	100	Agents
Mail of America Destination Festival	Bloomington, MN	9/18 -25/2010	Midwest	An opportunity for Jamaica to showcase it's culture, cuisine and music at this week-long mall promotion.	McDermoth	250000	Consumers
Meeting & Incentive Forum	Palm Beach, FL	9/19-23/2010	Groups	A 4-day meeting and incentive forum with one-on-one meetings with elite buyers, networking opportunities and access to over 150 of the best USA buyers.	Bullock	150	Buyer
Destination Training - Gogo Worldwide Vacations Res Ctr	Lake Success/Lynbrook, N	9/22/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Sinclair	10	Agents

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY/TYPE
JTB Fall Fam Trip	MBJ/NEG	9/23-27/2010	Midwest	Agents who traditionally sell spring break vacation packages will be targeted in the Kentucky, Michigan, Ohio and West Pennsylvania states to participate on a fam to Montego Bay and Negril.	Mesquita	15 Agents
Destination Training - Travelong Inc.	New York, NY	9/23/2010 0:00	Northeast	Train and update these reservation agents at one of our top producing agencies in NY. JTB will partner with Air Jamaica, Sandals/Beaches and SuperClubs.	Sundair	30 Agents
Jamaica Night - Promenade Shops at Dos Lagos	Corona, CA	9/24/2010 0:00	West	This will be a multi-pronged consumer event and will include a travel show with the JTB hotel partners and tour operators promoting vacation packages. Live entertainment included.	Holland	3000 Consumers
JTB Fall Fam Trip	Montego Bay	9/25-29/2010	Midwest	Top producing agents for upscale clients will be targeted in the Illinois state and hosted by the Half Moon Resort.	Bucknor	15 Agents
Miami Home Based Travel Agent Forum/Reception	Miami, FL	9/28/2010 0:00	South	The JTB will host an exclusive reception at this Forum in Miami and Deputy Director Dawson will be a speaker at the opening session on Monday morning and the participants will be travel agents who are home-based throughout the U.S.	JTB Staff	500 Agents
Travel Leaders Travel Show	Rice Lake, WI	9/29/2010 0:00	Midwest	Agency's annual show to highlight travel destinations in their program.	McDermoth	100 Consumers
JTB/Carousel Travel Fam Trip	MBJ/OCL/NEG	9/30-10/3, 2010	Midwest	JTB will assist Carousel Travel in securing accommodations, ground transportation and tours for their annual staff fam trip to Jamaica.	McDermoth	10 Agents
JTB Destination Site	Montego Bay	10/1-4/2010	Groups	Meeting planners and their spouses will be invited to do a site inspection of the new Secrets/Wild Orchid hotel in St. James. American Airlines will provide the air.	Bullock	20 Planners
Gogo Vacations in Jamaica	Montego Bay, Jamaica	10/3/2010 0:00	Northeast	Gogo Worldwide Vacations, one of Jamaica's top tour operators, will host a trade show at Secrets Wild Orchid Hotel in St. James. JTB will participate by taking a booth.	Woolcock	Trade
Travel Impressions Trade Show	West Virginia, VA	10/5/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Harper	100 Agents
MITM America	Quito, Ecuador	10/6-9/2010	Groups	This is an international travel trade event where US trade organizations and companies exhibit and attend educational seminars.	Pace	120 Trade
Travel Impressions Trade Show	Philadelphia, PA	10/6/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Senior	100 Agents
Caribbean Meeting & Incentive Exchange (CMITE)	Jamaica	10/7/2010 0:00	Groups	This meeting is an invitation-only appointment-based event which will bring together buyers and suppliers servicing the Caribbean meeting and incentive market.	Bullock/Clarke	100 Buyer
Travel Impressions Trade Show	North Jersey, NJ	10/7/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Senior	100 Agents
Germantown Travel Show	Germantown, WI	10/8/2010 0:00	Midwest	Travel show to update agency's clients on new product offerings.	McDermoth	300 Consumers
AAA Consumer Travel Show	South Burlington, VT	10/9/2010 0:00	Northeast	Consumer show with one of the strongest agency chains in the NE with this branch being a very aggressive and dedicated seller for Jamaica. This show will help position Jamaica in the market as a key destination through Fall and Winter 2010.	Woolcock	400 Consumers
La Macchia 2010 Travel Trade Show	Wisconsin	10/9/2010 0:00	Midwest	Prestigious travel show being hosted by La Macchia Travel, one of the pioneer agencies in Wisconsin and a strong alliance of Mark Travel's Funjet Vacations.	McDermoth	1000 Consumers
Tubby Lohman's/Travel Leaders Show	Stillwater, MN	10/10/2010 0:00	Midwest	Travel show to update this agency's clientele on new product offerings.	McDermoth	200 Consumers
Detroit ASTA Trade Show	Detroit, MI	10/11/2010 0:00	Midwest	Annual show presents opportunity to promote the Jamaica product.	Mesquita	275 Agents
Travel Impressions Trade Show	Syracuse, NY	10/11/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Dobson	150 Agents
Travel Impressions Trade Show	Boston, MA	10/12/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Woolcock	100 Agents
Destination Training - Gogo Worldwide Vacations Res Ctr	NY City/White Plains, NY	10/13/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Sindair	12 Agents
Grand Rapids ASTA Trade Show	Grand Rapids, MI	10/13/2010 0:00	Midwest	Opportunity to promote the destination to travel agents in the Grand Rapids area.	Mesquita	250 Agents
Travel Impressions Trade Show	Stamford, CT	10/13/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Dobson	100 Agents
Maine ASTA Trade Show	South Portland, ME	10/13/2010 0:00	Northeast	Annual trade show which attracts agents from the far corners of Maine and presents a great opportunity to update the trade on the destination product.	Woolcock	90 Agents
AAA Travel Show	Tampa, FL	10/13/2010 0:00	South	Annual travel show which attracts its audience from the cities of Tampa, Clearwater and St. Petersburg and provides a great opportunity to promote the product.	Wright	300 Consumers
Travel Impressions Trade Show	Long Island, NY	10/14/2010 0:00	Northeast	Annual tour operator trade show to promote their product offerings.	Sindair	150 Agents

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPE
Adventures in Travel Expo 2010	Secaucus, NJ	10/16-17/2010	Northeast	This annual expo is the leading active and adventure travel event in the United States where consumer and the travel trade find vacation options and travel information. The JTB will be joined by their partners to showcase the destination's unique vacation options.	Harper/Sinclair/Sen	16000	Agts/Cons
REJUVENATE Marketplace	Louisville, KY	10/18-21/2010	Groups	Appointment-based trade event for faith-based group travel.	Clarke	500	Planners
All About Travel Bridal Show	Sioux Falls, SD	10/18/2010 0:00	Midwest	JTB will partner with travel agency to promote the honeymoon and destination wedding market.	McDermoth	500	Consumers
JTB Midwest Mini Seminar	Louisville, KY	10/19/2010 0:00	Midwest	JTB seminar in this secondary city to update the trade on the destination product.	Mesquita	70	Agents
WITS (Working in Travel Assn)	Albany, NY	10/19/2010 0:00	Northeast	JTB will sponsor this travel association Jamaica Evening.	Dobson	70	Agents
Jamaica Night at Nappstar	Odenton, MD	10/19/2010 0:00	Northeast	JTB partnered with Mingo Girl Travel to host a Jamaica Night for consumers. Reggae music and jerk wings will be provided to enhance the evening.	Rogers	100	Consumers
ASTA Travel Show	Milwaukee, WI	10/19/2010 0:00	Midwest	Opportunity to promote the destination to travel agents in the Milwaukee area for the first time.	Mesquita	300	Agents
Great Lakes ASTA Travel Show	Milwaukee, WI	10/19/2010 0:00	Midwest	Opportunity to promote the destination to travel agents in the Milwaukee area for the first time.	McDermoth	300	Agents
JADEX 2 - Latin America & Europe (Jamaica Product Exchange)	Montego Bay, Jamaica	10/20-24/2010	National	This event will be the 2nd annual one of this nature. It was held for the first time in 2009 and was very successful. This year, buyers from Eastern Europe will join buyers from Latin America which will strengthen our efforts to reach these important market segments. The following personnel will attend - D. Dawson, M. Bullock, P. Samuels, A. Pace, D. Willis, K. Shakes and A. Faustn. Participants will include - buyers, press and suppliers.	Shakes	160	Trade
JTB Midwest Mini Seminar	Cincinnati, OH	10/20/2010 0:00	Midwest	JTB seminar in this secondary city to update the trade on the destination product.	Mesquita	65	Agents
JTB Northeast Secondary City Seminar	Buffalo, NY	10/20/2010 0:00	Northeast	Trade show and seminar for agents in this secondary city to update them on the destination.	Dobson	60	Agents
Destination Training - Mark Travel & Funjet Vacations	Milwaukee, WI	10/21/2010 0:00	Midwest	Train and update the reservation agents at this tour operator's call center.	McDermoth	100	Agents
JTB Midwest Mini Seminar	Columbus, OH	10/21/2010 0:00	Midwest	JTB seminar in this secondary city to update the trade on the destination product.	Mesquita	65	Agents
JTB Northeast Secondary City Seminar	Rochester, NY	10/21/2010 0:00	Northeast	Trade show and seminar for agents in this secondary city to update them on the destination.	Dobson	70	Agents
Reggae, Jerk Jam Food & Music Festival	St. Petersburg, FL	10/23/2010 0:00	South	Opportunity to promote the destination at this consumer event in the Tampa/St. Petersburg area. Jamaica's culture, music and food will be on display to a diverse audience in the northwest area of Florida.	Wright	600	Consumers
Travel Leaders Destination Wedding Extravaganza	Sioux Falls, SD	10/24/2010 0:00	Midwest	Second annual wedding show in this city. The first year's event brought an overwhelming response and will therefore provide a great opportunity to promote this niche market.	McDermoth	2000	Consumers
JTB Fall Product Launch - CANX	St. Louis, MO	10/25/2010 18:00	Midwest	Annual Fall launch to update the trade on the destination.	Bucknor	100	Agents
Peninsula Round Table Dinner Show	Naples, FL	10/25/2010 0:00	South	Opportunity to update the trade on the destination product.	Wright	45	Agents
JTB Fall Product Launch-CANX	Minneapolis, MN	10/26/2010 0:00	Midwest	Annual Fall launch to update the trade on the destination.	McDermoth	100	Agents
Peninsula Round Table Dinner Show	Sarasota, FL	10/26/2010 0:00	South	Opportunity to update the trade on the destination product.	Wright	60	Agents
GoGo Tours Top Travel Agent Trade Show	Atlantic City, NJ	10/26/2010 0:00	Northeast	Opportunity to promote the destination product to GoGo's top-producing accounts.	Senior	250	Agents
Destination Training - Travel Impressions Res Ctr	Farmingdale, NY	10/27/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Sinclair/Senior	30	Agents
JTB Fall Product Launch-CANX	Milwaukee, WI	10/27/2010 0:00	Midwest	Annual Fall launch to update the trade on the destination.	McDermoth	100	Agents
Peninsula Round Table Dinner Show	Tampa, FL	10/27/2010 0:00	South	Opportunity to update the trade on the destination product.	Wright	80	Agents
JHTA/JTB Jamaica Evening	Ft. Lauderdale, FL	10/27/2010 0:00	South	JTB will co-sponsor with the JHTA Ocho Rios Chapter a 'Jamaica Nite' to showcase this resort area and the facilities. JHTA Chapter members will be present from Jamaica.	Wright	60	Agents

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY/TYE
2010 Caribbean Trade Council Investment & Trade Summit	Hartford, CT	10/28-29/2010	Northeast	Great opportunity to promote trade and economic cooperation between the Metro Hartford Regional districts and the Caribbean countries, while simultaneously hosting and promoting tourism enrichment within the Greater Hartford community.	Woolcock	3000 Consumers
JTB Fall Product Launch-CANX	Chicago, IL	10/28/2010 0:00	Midwest	Annual Fall launch to update the trade on the destination.	Bucknor	120 Agents
TASC Annual Eastern Trade Show	Ronkonkoma, NY	10/28/2010 0:00	Northeast	Travel Agents of Suffolk County (TASC) will host their annual trade show and JTB will use this opportunity to showcase the destination to agents from all of Long Island, NY.	Sindair	300 Agents
Peninsula Round Table Dinner Show	Melbourne, FL	10/28/2010 0:00	South	Opportunity to update the trade on the destination product.	Wright	65 Agents
The Jamaica Diaspora NE USA Conference 2010	Hartford, CT	10/29-30/2010	Northeast	This forum will provide and opportunity to engage the Jamaican community in an effort to garner their support in promoting Jamaica in their neighborhood and work place	Woolcock	200 Consumers
K-LOVE Radio Remote	Montego Bay, amai	10/31-11/6, 2010	National	Live radio broadcast from Montego Bay to 44 stations in the U.S. The station reaches 436 affiliate radio stations. Emphasis will be on faith-based travel to amai.	Willis	Listenership
PTANA (Professional TV Agents of N.A) Trade Show Series	Washington, DC	11/1/2010 0:00	Northeast	2nd Annual East Coast Chapter trade show series will provide an excellent opportunity to showcase the destination	Rogers (Harper)	60 Agents
Destination Training - American Airlines Vacations Ctr	Tulsa, OK	11/2/2010 0:00	Southwest	Annual training to update reservations agents on the destination product.	Rose	65 Agents
PTANA (Professional TV Agts of N.A.) Trade Show series	Baltimore, MD	11/2/2010 0:00	Northeast	2nd Annual East Coast Chapter trade show series will provide an excellent opportunity to showcase the destination	Rogers (Harper)	60 Agents
PTANA (Professional TV Agts of N.A.) Trade Show series	Philadelphia	11/3/2010 0:00	Northeast	2nd Annual East Coast Chapter trade show series will provide an excellent opportunity to showcase the destination.	Senior	60 Agents
ING New York City Marathon Health & Fitness Expo	New York, NY	11/4-6/2010	Northeast	Opportunity to gain added exposure for Jamaica's annual Reggae Marathon and the tourism product. This annual event attracts many thousands of participants. JTB will have a booth.	Sinclair/Senior/Dob	37000 Consumers
10th Annual Leadership Summit	Punta Cana, DR	11/4-7/2010	Groups	Annual event targeting incentive travel buyers.	Bullock	150 Buyer
4th Annual Southeast ASTA Trade Show	Atlanta, GA	11/4/2010 0:00	South	Opportunity to network with the travel agent community and other suppliers.	Christie	150 Agents
Dynamic Travel & Cruises- AA DFW Travel Show	Dallas, TX	11/4/2010 0:00	Southwest	This is the largest interline show of the year. Over 11,000 American Airlines employees who work at the Dallas Airport will pass through and this includes flight attendants, pilots, etc. Ideal opportunity to get some winter business from Texas.	Rose	11000 Consumers
PTANA (Professional TV Agts of N.A.) Trade Show series	Boston, MA	11/4/2010 0:00	Northeast	2nd Annual East Coast Chapter trade show series will provide an excellent opportunity to showcase the destination	Woolcock	60 Agents
Barbara Gordon Leukemia Bone Marrow Awareness, Inc	Miami, FL	11/6/2010 0:00	South	Support of this organization and it's Race/Walk for Awareness event at the Miami Dade College.	Wright	600 Consumers
Liberty Travel Buzz Night	Baltimore, MD	11/9/2010 0:00	Northeast	Jamaica Night sponsored by JTB	Rogers	25 Agents
Upper Midwest Chapter 4th Annual ASTA Trade Show	Minneapolis, MN	11/10/2010 0:00	Midwest	Travel show which attracts premium and focused travel professionals	McDermoth	150 Agents
Fiestas Patronales & Business Expo	Pembroke Pines, FL	11/13/2010 0:00	South	An opportunity to reach the Latin market in South Florida, this event will attract business professionals.	Wright	200 Consumers
9th Annual Grace Jamaican Jerk Festival	Sunrise, FL	11/14/2010 0:00	South	Billed at the largest food festival in USA, this event attracts over 18,000 consumers, representing every key demographic, mostly Caribbean and African-Americans between the ages of 25-60 years. This is an excellent opportunity to showcase Jamaica and to reach consumers directly to generate interest and encourage them to vacation on the island.	Wright	20000 Consumers
Int'l Association Golf Travel Market	Valencia, Spain	11/15-18/2010	Groups	Event which targets international golf travel buyers.	Samuels	1000 Buyer
FICP (Financial Insurance Conference Planners)	Miami Beach, FL	11/17-20/2010	Groups	Annual conference which targets the financial insurance market.	Bullock	300 Planners
EIBTM	Barcelona, Spain	11/30-12/2, 2010	Groups	Worldwide exhibition for the incentive meetings and events.	Samuels/Lewis	2000 Inen Planner
Destination Training - Airttan Airways Reservation Staff	Atlanta, GA	11/30/2010 0:00	South	Georgia-based Jamaica hoteliers i.e. Sandals, Couples & Superclubs will partner with JTB to train and update the reservation agents on the Jamaica product.	Christie	350 Agents

JAMAICA TOURIST BOARD

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPE
Destination Training - Airtan Airways Reservation Staff	Carrollton, GA	12/1/2010 0:00	South	Georgia-based Jamaica hoteliers i.e. Sandals, Couples & Superclubs will partner with JTB to train and update the reservation agents on the Jamaica product.	Christie	85 Agents	
Destination Training - Airtan Airways Reservation Staff	Savannah, GA	12/3/2010 0:00	South	Georgia-based Jamaica hoteliers i.e. Sandals, Couples & Superclubs will partner with JTB to train and update the reservation agents on the Jamaica product.	Christie	125 Agents	
Allen Samuels House of Travel Trade Show	Waco, TX	12/4/2010 0:00	Southwest	Opportunity to promote the destination to this agency's clientele.	Rose	400 Consumers	
Destination Training - Apple Vacations	Newton Square, PA	12/7/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Senior Wright	50 Agents	
Liberty Travel/GoGo Tours/FC USA "Buzz Night"	Ft. Lauderdale, FL	12/7/2010 18:00	South	Jamaica Night with Liberty (retail agency for GoGo) and Flight Center Travel to update the trade on the destination.		50 Agents	
ANNIE'S REVENGE 2010	Montego Bay, Jamaica	12/8-12/2010	National			Agents	
Destination Training - Travel Impressions	Bethlehem, PA	12/8/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Sindair/Senior Dobson	100 Agents	
Destination Training - GoGo Worldwide Vacations	Syracuse, NY	12/29/2010 0:00	Northeast	Train and Update reservation agents of the largest tour operator in the NE region.	Dobson	9 Agents	
Duke of Earle's Annual New Year's Eve Broadcast	Florida	12/31/2010 0:00	National	Live New Year's Eve broadcast in conjunction with radio station in Jamaica. Diaspora issues in Florida will be addressed and callers will have the opportunity to send greetings to loved ones in Florida and Jamaica.	Willis	Listenership	
Wedding in a Week Contest	Washington, DC	1/1-23/2011	Northeast	JTB will partner with MIX 107.3 radio and Wedding Wire to promote the destination via a contest and the lucky winner (couple) will win a free honeymoon in Jamaica. This will be a month-long contest in January with the winner being announced on air on January 23	Rogers	Consumers	
Destination Training - GoGo Worldwide Vacations	North Haven, CT	1/5/2011 0:00	Northeast	Train and update reservation agents.	Dobson	10 Agents	
Prestige Travel & Cruises Travel Fair	Las Vegas, NV	1/8/2011 0:00	Southwest	Opportunity to promote the destination to the clientele of this top producing agency for the state of Nevada.	Rose	2200 Consumers	
Southern New England Bridal Expo	Providence, RI	1/9/2011 0:00	Northeast	JTB will share a booth with Travel Leaders at this very large bridal show. The agency will offer packages along with Jamaica collateral and presents a great opportunity to garner business from this growing niche market.	Woolcock	3000 Consumers	
Vacation Express Trade Show	Atlanta, GA	1/10/2011 0:00	South	Support tour operator annual trade show.	Christie	120 Agents	
Vacation Express Trade Show	Nashville, TN	1/11/2011 0:00	South	Support tour operator annual trade show.	Christie	90 Agents	
Vacation Express Trade Show	Louisville, KY	1/12/2011 0:00	Midwest	Support tour operator annual trade show.	Mesquita	125 Agents	
Vacation Express Trade Show	Cincinnati, OH	1/13/2011 0:00	Midwest	Support tour operator annual trade show.	Mesquita	90 Agents	
Utah Travel Expo 2011	Layton, UT	1/14-15/2011	Southwest	This expo will be heavily promoted on radio and TV as well as through eblasts and the show itself will include live radio coverage. On-line booking will be available on site. Last year this feature yielded over \$1 million in gross sales.	Holland	5000 Agts-Cons	
Cruise Brothers Vacation Expo	Lincoln, RI	1/15-16/2011	Northeast	This annual event attracts a large audience over the 2-day period. To jump start the winter season, TNT Vacations will do onsite bookings.	Woolcock	6000 Consumers	
Creative Vacations Consumer Show	Columbus, OH	1/16/2011 12:00	Midwest	Opportunity to showcase the destination at this consumer show.	Mesquita	800 Consumers	
Washington Bridal Showcase	Washington, DC	1/16/2011 18:00	Northeast	Annual bridal show which attracts at least 3,000 consumers. Excellent opportunity to promote brand Jamaica.	Rogers	3000 Consumers	
AAA Great Vacations	Columbus, OH	1/21-23/2011	Midwest	Opportunity to promote the destination at this consumer show. Discounted vacation packages will be sold on the spot for the entire duration of the show.	Mesquita	14000 Consumers	
Ultimate Bridal Expo	Kansas City, MO	1/22/2011 11:00	Midwest	Annual honeymoon and bridal show which provides an excellent opportunity to promote this niche market.	Bucknor	500 Consumers	
AAA Travel Lifestyle Show	Atlanta, GA	1/22/2011 11:00	South	JTB will partner with Couples Resorts and have the opportunity to make a 15-minute presentation at this consumer show.	Christie	300 Consumers	
Breton Village Travel	Grand Rapids, MI	1/22/2011 12:00	Midwest	This event is in it's 8th year and remains a major draw for potential visitors to Jamaica. The Apple Vacations charter from Lansing airport will be promoted.	Mesquita	1500 Consumers	

JAMAICA TOURIST BOARD
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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPE
Taste of Jamaica Night	Rockville, MD	1/23/2011 18:00	Northeast	JTB will host a Jamaica night for travel agents.	Rogers	20	Agents
RCMA 2011 (Religious Conf Mgmt Assn)	Tampa, FL	1/25-28/2011	Groups	Annual conference/trade event targeted to U.S. religious planners.	Bullock	2000	Planners
Destination Training - GoGo Tours	Minneapolis, MN	1/25/2011 11:00	Midwest	Train and update reservation agents on the destination product.	McDermoth	4	Agents
AFUWI (American Foundation for the University of the W. I.) Gala	New York, NY	1/26/2011 11:00	Northeast	JTB continued support of the Jamaican/Caribbean Diaspora through the purchase of tickets to this annual event, their leading fundraising gala.	Sinclair/Dobson/We	400	Consumers
Zehnder's Snowfest	Frankenmuth, MI	1/26-31/2011	Midwest	A 5-day winter festival that will be advertised on radio and TV as well as print. JTB will sponsor a Put Green which will be used to attract consumers to the booth.	McDermoth	15000	Consumers
ING Miami Marathon	Miami, FL	1/28-29/2011	South	Presented by Miami Herald & El Nuevo Herald, this expo is free to the public and is expected to attract thousands of consumers over two days. Excellent opportunity to promote the Reggae Marathon in Negril later this year.	Wright	30000	Consumers
15th Annual Morris Murdock Travel Show	Sandy, UT	1/28-29/2011	Southwest	JTB will have the opportunity to conduct a seminar presentation to over 2,500 consumers at this annual travel show. On-site booking will also be available.	Holland	2500	Agts Cons
Dallas Bridal Show	Dallas, TX	1/29-30/2011	Southwest	JTB will partner with Signature Travel and GoGo Worldwide Vacation to promote the destination and wedding/honeymoon packages at this 2-day event.	Rose	8500	Consumers
Jamaica Night	Hubertus, WI	1/29/2011 18:00	Midwest	An American couple who loves Jamaica will host a Jamaica Night at their home and invite consumers interested in travel to Jamaica. This couple will take 4 couples with them to Jamaica later this year. JTB will make a presentation as well as answer questions on the destination.	McDermoth	32	Consumers
Mann Travel Show	Charlotte, NC	1/30/2011 12:00	South	This is the largest consumer travel and cruise show in Charlotte and JTB will have the opportunity to make a 15-minute presentation.	Christie	1000	Consumers